GOVERNMENT OF INDIA
RAILWAYS
LOK SABHA

UNSTARRED QUESTION NO:1728
ANSWERED ON:26.07.2017
Revenue through Branding
Gandhi Shri Dilip Kumar Mansukhlal

Will the Minister of RAILWAYS be pleased to state:

(a) whether the Railways is planning to earn revenue through sources other than the fare so that the increase in rail fares will not burden passengers and if so, the details thereof;

(b) whether the Railways is planning to earn revenue of two thousand crore from the offer of branding packages of the entire trains and if so, the details thereof;

(c) whether only the advertiser's products would be sold on the entire train or the platform and as a result the people on the platform or travelling by train will not have the option of buying anything else; and

(d) if so, the details thereof and the reasons therefor?

Answer

MINISTER OF STATE IN THE MINISTRY OF RAILWAYS
(SHRI RAJEN GOHAIN)

(a) to (d): A Statement is laid on the Table of the House.

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STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (d) OF UNSTARRED QUESTION NO.1728 BY SHRI DILIPKUMAR MANSUKHLAL GANDHI TO BE ANSWERED IN LOK SABHA ON 26.07.2017 REGARDING REVENUE THROUGH BRANDING

(a)& (b): In order to earn revenue through sources other than fare, Indian Railways has set up a Non-Fare Revenue Directorate in the Railway Board to explore avenues for increasing earnings. The Budget Estimate for 2017-18 through advertising has been kept as ? 2000 crore. This will entail revenues from Out of Home advertising, Mobile assets advertising, Rail Display network, App based cabs, Monetization of soft assets, ATMs and various innovative and unsolicited proposals.

(c)& (d): The produce of any manufacturer/service provider can be sold on the train or platforms after due process and procedures are followed.

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